



TRIPLE L ACADEMY

life long learning

Certificate in Business Practice
BUSINESS LITERACY PROGRAM

Table of Contents

| | |
|--|----|
| CERTIFICATE IN BUSINESS PRACTICE..... | 1 |
| THE PROGRAM IN BRIEF | 3 |
| THE PROGRAM STRUCTURE | 3 |
| 1. COGNITIVE LITERACY..... | 3 |
| 2. ENGLISH LITERACY | 3 |
| 3. NUMERACY..... | 4 |
| 4. COMPUTER FLUENCY | 4 |
| 5. ENTREPRENEURIAL LITERACY | 4 |
| 6. FINANCIAL LITERACY AND LIFE ORIENTATION | 4 |
| ARTICULATION WITH HIGHER LEVEL NQF PROGRAMS..... | 4 |
| ADVANTAGE TO EMPLOYEES..... | 4 |
| COURSE OUTLINE | 5 |
| HISTORY | 6 |
| PILOT PROGRAMS UNDERTAKEN | 6 |
| SERVICES SETA | 6 |
| MERSETA | 6 |
| CHIETA | 8 |
| WHOLESALE & RETAIL SETA | 8 |
| ROLLOUT PLANNING..... | 9 |
| DURATION AND ROLLOUT PLAN..... | 9 |
| PRODUCT COSTS | 9 |
| BUSINESS INCENTIVES | 9 |
| EXPLANATION OF INCENTIVES FOR LEARNERSHIPS | 10 |
| TAX INCENTIVES..... | 10 |
| B-BBEE INCENTIVE..... | 10 |
| TESTIMONIALS | 11 |

The Program in Brief

The Certificate in Business Practice is a fully accredited training program that focuses on the understanding of business for lower level employees.

This program gives workers a thorough understanding of business by focussing on entrepreneurship and financial management. This helps the worker to think critically about their role in the business – while getting to grips with business fundamentals.

The over-riding focus is on an understanding of values and ethics and the inter-relationship of these with the employee's role in business.

The accounting cycle is taught to allow a better understanding of how money is managed in a business environment – while the section on personal finance management does the same for understanding money management in the home.

Communication and Mathematics literacy is integrated throughout the qualification to give learners a solid background in these fundamental skills.

The qualification is completed in 10-12 months, which includes all pre-assessments, training, assessments and moderation.

The program is delivered in six modules with a total of 122 credits leading to a national certificate at NQF level. For employees, this is done by way of a registered learnership program.

Triple L Academy has now delivered this qualification to a total of close to 4,500 learners in various sectors. The largest single implementation was completed at BMW South Africa, where 1167 employees were enrolled on the program.

At present, the certification rate on the program is approximately 90% of attendees.

The Program Structure

This qualification incorporates the following elements:

1. *Cognitive Literacy*

This aims to develop the underlying cognitive capacities of learners. Extensive research in South Africa and abroad has identified cognitive deficits as being a root cause of why persons from disadvantaged backgrounds struggle to learn. This is not a value judgment of learners – the deficits can be addressed.

2. *English Literacy*

Triple L Academy employs enabling learning modalities for literacy and numeracy in *context*. No context generally leads to little retention. Additionally, by incorporating Cognitive Literacy, the ability of learners to deal with the structured disciplines of language and mathematics are significantly improved.

3. Numeracy

The program has significant numeracy content. This includes:

- Alternate number systems (Binary addition and subtraction)
- Working with Fractions
- Simplifying polynomials
- Working with exponents
- Understanding theorems (such as Pythagoras)

4. Computer Fluency

This involves using the computer initially as a learning tool (it has all the letters and numbers on the keyboard), to using the computer in its own rights. The program will enable the learner as part of the GETC to achieve a basic level of computer fluency.

5. Entrepreneurial Literacy

Developing Entrepreneurial Literacy as a part of the program is an essential component of empowering individuals. Many people at this level do not regard themselves as being able to contribute to the financial well-being of an enterprise – either as a budding entrepreneur – or – intrapreneur. This part of the program is designed to change such perceptions. We include a fundamental understanding of business planning, the 4Ps of marketing, market research and customer service.

6. Financial Literacy and Life Orientation

Financial literacy and life orientation are crucial to being truly literate. Triple L Academy has thus included rudimentary accounting – from source documents to trial balance and balance sheet – in the program. In addition, personal budgeting and finance are also covered.

Articulation with higher level NQF Programs

To enable the program to be truly meaningful, it is necessary to have a National Qualification Framework that enables individualised learning paths to be crafted that are based on a clear understanding of where individuals are in their own learning development and where they wish to go.

This qualification is an NQF Level 1 qualification that goes beyond the normal GETC. It is a qualification that truly gives entry to learning and development opportunities and articulates with the FET Level and further learnership opportunities. In a very real sense it is a bridge between the first and second economies in South Africa.

There are two additional benefits:

- It changes the stigma of ABET into a sought after qualification with status;
- It readily links into learnerships at the higher NQF levels in different areas.

Advantage to Employees

Consistent feedback from employees has been overwhelmingly positive. They particularly enjoy the computer literacy program as well as the thinking skills component which is woven into the fabric of the entire learning program. Cleaners on the program have been heard to ask their supervisors whether it will be possible to eventually qualify to “get an office job”.

This indicates that the program has succeeded in one of its main aims, namely, being both inspirational and aspirational.

Course Outline

The program offered by Triple L Academy is based on the General Education and Training Certificate: Business Practice (SAQA ID 61755).

| MODULE SUMMARY | UNIT STANDARD | UNIT STANDARD TITLE |
|--|---------------|--|
| <p>1 : Introduction to Entrepreneurship (Credits 18) The module discusses the role of entrepreneurship in business. The vital role of ethics and application of values within a business environment is explored.</p> | 10006 | Demonstrate an understanding of entrepreneurship and develop entrepreneurial qualities |
| | 10007 | Identify, analyse and select business opportunities |
| | 10009 | Demonstrate the ability to start and run a business and adapt to a changing business environment |
| | 12537 | Identify personal values and ethics in the workplace |
| <p>2 : Applying Mathematics in Context (Credits 19) This module introduces mathematical concepts of number systems, fractions and factorisation. The theorem of Pythagoras is explained.</p> <p>The focus is on application of mathematical principles and concepts.</p> | 119640 | Read/view and respond to a range of text types |
| | 110083 | Process, analyse and communicate numerical data |
| | 119362 | Work with numbers; operations with numbers and relationships between numbers |
| | 119368 | Describe, interpret and represent mathematical patterns, functions and algebra in different contexts |
| <p>3 : Business Planning (Credits 21) Introduces the concepts of a business plan. The 4Ps of marketing are explored, and the understanding of the company's marketing campaigns is highlighted.</p> <p>Written communication is discussed as well.</p> | 14444 | Demonstrate an understanding of a general business plan and adapt it to a selected business idea |
| | 116164 | Demonstrate an understanding of the importance of marketing |
| | 119635 | Engage in a range of speaking/signing and listening interactions for a variety of purposes |
| | 119636 | Write/Sign for a variety of different purposes |
| <p>4 : Business Skills (Credits 22) Time Management, Customer Service and Problem Solving are integrated as fundamental business concepts.</p> | 15091 | Plan to manage one's time |
| | 110082 | Understand the impact of customer service on a business |
| | 119631 | Explore and use a variety of strategies to learn |
| | 256134 | Engage in directed planning behaviour |
| <p>5 : Business Finance (Credits 24) The South African legal framework for business, along with accounting concepts – from source document to trial balance is taught. This also includes personal finance.</p> | 13994 | Identify and discuss different types of business and their legal implications |
| | 13999 | Demonstrate an understanding of basic accounting practices |
| | 243189 | Manage personal finances |
| | 256154 | Interpret and implement instructions |
| <p>6 : Computer Fluency (Credits 18) Computer concepts from text entry to operating a personal computer is covered in this module.</p> <p>An opportunity for hands-on computer usage is given as part of the training.</p> | 9357 | Develop and use keyboard skills to enter text |
| | 116932 | Operate a personal computer system |
| | 116938 | Use a Graphical User Interface (GUI)-based word processor to create and edit documents |
| | 117867 | Managing files in a Graphical User Interface (GUI) environment |
| | 117902 | Use generic functions in a Graphical User Interface (GUI)-environment |

History

In 2007, Triple L Academy developed this programme as an alternative strategy to traditional ABET programs at ABET level 4 (or NQF level 1). The core features of this unique approach were to contextualise the learning, and to employ the learnership approach in developing an occupationally-directed qualification to integrate the various business literacies.

The principle guiding this development was the fact that we as a country desperately needed an approach that respects where adults are in their own development.

A further key (and unique) feature of our approach to developing this qualification, in conjunction with Services Seta, was the integration of cognitive literacy as a cornerstone of the training approach.

The six literacies included in the qualification are mathematics, financial, communication, information technology, entrepreneurial and most importantly, cognitive.

The result of this development effort is the GETC: Certificate in Business Practice (NQF 1).

Pilot Programs Undertaken

Services Seta

The initial rollout of this qualification was done through Services Seta, starting in 2008. The target audience was 1000 learners – both employed and unemployed.

Many lessons were learnt in this ambitious pilot program – where Triple L Academy implemented the training as the first accredited provider for this qualification.

MerSETA

MerSETA followed in 2009, with a program to train employed workers in the manufacturing sector, and unemployed learners in various townships around the country.

Unemployed Learners

While technically these learners were not on a learnership, and hence there was no funding for stipends, Triple L Academy provided the unemployed learners with a food and transport allowance of R20 per day. In addition, Triple L Academy provided the learners with a startup capital allowance of R500 for their micro-businesses that they described by way of a business plan during the course of the training.

The program was delivered in townships in the following areas:

Kwazulu-Natal : Botha's Hill, Ladysmith and Pinetown;
Western Cape : Heideveld, Phillipi and Langa;
Gauteng : Areas surrounding Alexandra Township.

This pilot program was for 350 funded learners. A total of 313 learners completed the program and were found competent. This is a certification rate of 89.4% for a qualification program in the townships of South Africa.

Employed Learners

Triple L Academy piloted this program at 6 small manufacturing companies in the manufacturing sector. A total of 80 learners completed the program.

BMW Training Layoff Scheme

BMW South Africa indicated enthusiasm for this program as a skills development initiative for their entire production workforce of 1130 workers. Since the industry was experiencing work stoppages due to the recession, workers faced hardships during these periods. MerSETA then agreed to fund this project implementation at BMW.

By utilising the grants and incentives related to learnership implementation, BMW was able to offer their workers uninterrupted salaries while implementing an ambitious skills development initiative.

Triple L Academy then partnered BMW to deliver on the largest single training intervention on the layoff scheme. (This comprised the equivalent of 6780 skills programs.)

This involved setting up 43 classrooms on site at BMW, with a training and administration staff complement of 120.

The contact sessions were conducted during the layoff periods, and the practical components were integrated into their workplace environments in the intervening time.

A total of 1130 (1167 enrolled) learners were funded by the Seta, and the program completed successfully in September 2011.

So, by participating in the learnership implementation, learners were able to be paid for their labour – even during the layoff period, while getting a nationally recognised qualification.

CHIETA

The CHIETA funded training for 100 unemployed learners in townships around Cape Town.

The program was delivered in the following areas:

- Imizamo Yethu;
- Hout Bay (Hangberg fishing village);
- Heideveld.

This pilot program was for 100 funded learners. Triple L Academy recruited a total of 117 learners, and 106 learners completed the program and were found competent. This is a certification rate of 106% (to the funder) for a qualification program in the townships around Cape Town.

Wholesale & Retail Seta

In 2009, the W&R SETA commissioned Triple L Academy to commence with an ambitious pilot to introduce an alternative to traditional (level 4) Adult Education and Training (AET) within the wholesale and retail sector.

To this end, 1,000 Learners were recruited and trained on the GETC: Certificate in Business Practice (NQF 1).

The customer base where the program was implemented included Woolworths, Builders Warehouse, Edcon Group, Iliad Group, and many smaller retailers as well.

The pilot was to establish answers to, inter alia:

- *Does industry have an appetite for such an intervention as an alternative to traditional ABET?*
- *Does the program area to organised labour?*
- *Do Learners see the program's value to themselves and to their careers?*
- *Are learners motivated and interested in this program to follow through with it?*

This project was a great success. The response from stakeholders in the sector has been overwhelmingly positive.

Rollout Planning

Duration and Rollout Plan

The course is rolled out as a full qualification with a duration of 10-12 months. This includes the preparatory work, and the final portfolio creation and all assessments and moderation.

The learners are required to commit to an average of 1 contact day per week. They will then be required to complete workplace activities to provide the context for the learning. The schedule can be tailored to suit the needs of employers.

The contact time for the instructor-led component is between 30 and 32 contact days – depending on the actual implementation model agreed upon.

Triple L Academy takes full responsibility for all assessment, moderation and certification.

Product Costs

The recommended retail price (RRP) for implementation of the GETC: Certificate in Business Practice is R18,000 per learner (excluding VAT).

This amount is billed using the following schedule:

- 25% on signing the contract and commencing the pre-assessments;
- 25% on commencement of training;
- 15% at the completion of each phase
(there are 3 phases, each comprising 2 modules.
At the close of each module, the assessor produces a report, and at the end of each phase, the moderator produces a report. Services Seta will acknowledge the receipt of notification of completion of each phase.)
- 5% on the handover of the Services Seta certificate.

Please note that all the above costs are tax deductible – **in addition** the program qualifies for the generous tax concessions under section 12H of the Tax Act.

Business Incentives

As a point of departure, the Triple L Academy approach to skills is that we respect that all workers have occupation-specific skills and training. However, there are many literacies that adult learners have not historically been adequately exposed to. These areas are covered in the six modules of the program at NQF 1.

Since the certification is done within the National Qualifications Framework, all learnerships qualify for the revised tax incentives R60,000 per learner, irrespective of the salary earned by the learner during the 12 month learnership process. (This incentive has been extended for until 2016.)

Explanation of Incentives for Learnerships

Tax Incentives

The South African Revenue Services (SARS) allows companies to deduct the cost of training from taxable income. In addition, a learnership allowance of R60,000 per learner is allowed to be deducted for this program.

(further details of Section 12H of the Tax Act can be obtained at www.sars.gov.za)

Illustration

Assumptions

1. Company Widgets Incorporated (Pty) Ltd pays tax at a rate of 28%
2. Employee (John) was currently employed at the time of entering the learnership
3. Employee (John) completes the learnership
4. Cost of learnership was R18 000.

Summary of Widgets Incorporated (Pty) Ltd – Funding the learnership

Widgets Incorporated (Pty) Ltd Net Profit before tax: R100 000

| NO TRAINING | | DESCRIPTION | LEARNERSHIP FUNDED | |
|-------------|------------------|-----------------------------|--------------------|------------------|
| R | 100,000.00 | Profit before tax | R | 100,000.00 |
| R | 0.00 | Less cost of participation | R | 18,000.00 |
| R | 100,000.00 | Net profit before tax | R | 82,000.00 |
| R | 0.00 | Less concessions | R | 60,000.00 |
| R | 100,000.00 | Taxable profit | R | 22,000.00 |
| R | 28,000.00 | Company Tax | R | 6,160.00 |
| R | 72,000.00 | Net profit after tax | R | 75,840.00 |
| R | 0.00 | Additional after tax profit | R | 3,840.00 |

This represents a whopping return of 21.3% pa. on the training cost !!

B-BBEE Incentive

All the training spent counts towards the organizations B-BBEE rating.

Testimonials

“I have been involved in skills development at my company and union for over 17 years and this is without a doubt one of the best examples of skills development leading to a national qualification. It is a perfect example of how we can start on a path of life-long learning.”

– Joseph Adriaanse
Makro

“I was busy studying for a degree in Education, but stopped for financial reasons. Even though the Certificate in Business Practice was at NQF 1, the quality of the program offered by Triple L Academy in my community was quite advanced. The program made me more confident in understanding business and this helped me to “sell” myself more effectively.”

– Pamela Shwayimba
Administrator at Triple L Academy

“I had completed matric and was going to do nursing. While waiting for acceptance into that course, I came across the Certificate in Business Practice. I found the course interesting because I could now understand more about business. This helped me to secure a permanent job in administration. I now have a much better understanding of business.”

– Nozipho Nyongwana
Administrator at Triple L Academy



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